**“Challenges Faced by Female Owned SMEs in the Creative Industry. ” (A Case Study in Industrial Craft Weaving Songket Palembang)**

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Abstract: Challenges Faced by Female Owned SMEs in the Creative Industry( A Case Study in Industrial Craft Weaving Songket Palembang) This research To determine the potential of women entrepreneurs as productive potential in enhancing innovation and creativity songket industry business through creative idea in designing the songket for fashion with the addition of science in the field of technology as a tool in the process of production and marketing aspects.

The research methodology used in this research is a qualitative research. Object of this paper the authors conducted in 5 different places located is owned by Entrepreneur Women who have the creative industries Palembang songket .

The research’s findings showed that application the ability of women entrepreneurs still lack knowledge and creativity to create the idea that as songket design only from time to time there are no changes, because the views of aspects of science knowledge in creating and fashion motifs from songket material is still very minimal procedures for the management and marketing of products songket suit the needs of the market is still low.

Role of Women Entrepreneurs in creating innovation and creativity in the songket industry has a role and a high increase in the value of creativity in enhancing the competitiveness

Keywords : Creative industry, women entrepreneurs, inovation and creativity

**Introduction**

Creative industry is currently one of the sources of increased income of an area, where the potential of the creative industries make one characteristic of the region that will give the value of cultural and intellectual property rights are valuable as a local manifestation of the product.

According to the Ministry of Industry, Ministry of Commerce and Industry of Creative (2007) there are several directions of development of the creative industries, namely: development of a focus on industry-based: (1) the field of creative and cultural businesses (creative cultural industry) including the traditional culinary; (2) the field of creative effort (creative industry), and (3) intellectual property rights such as copyright (copyright industry). Creative industry in Indonesia has become one of the industry is quite successful and promising since 2002. Seeing a positive contribution in the economy, then in 2006 as Minister Mari Elka Pangestu Indonesia program formed Creative Industries Design Power (IDP). This government program is the creative effort of government to accelerate the pace of the creative industry community.

In Indonesia, the creative industries are grouped into 14 groups , namely Advertising , Architecture , Art Goods Market , Craft , Design , Fashion , Film - Video - Photography , Interactive Games , Music , Performing Arts , Publishing and Printing , Computer Services and Software , Radio - television , as well as Research and Development ( Saputra , 2010) . According to the Commerce Department , the creative industry in Indonesia was ranked 9th out of 10 major business field is defined by the Central Bureau of Statistics . The report was prepared based on the contribution of sectoral GDP at constant prices of 2000 , for the period 2002-2006 . On average , the value contribution of the creative industries in the years 2002-2006 was Rp79 , 08 trillion , or equivalent to 4.74 % of total national GDP . GDP biggest contribution was in 2006 , which amounted to Rp86 , 914 billion or 4.71 % of total GDP nasional.Industri creative , the main actor is young people . They often face challenges , especially at the beginning when setting up their business.

As in other cities, the city of Palembang has many types of creative industries such as handicraft industries Palembang carvings, silk fabric, fabric Tajung and songket. Palembang songket industry is one industry that has long favored creative and characteristic of Palembang city known both domestically and abroad it can be shown when the tourists at home and abroad when visiting the city of Palembang will always buy souvenirs made ​​from songket.

Palembang songket industry now has many kinds of products songket, According to the results of prior research conducted by Kathrin Muller, Christian Rammer, and Johannes Trubby (2008) on the European Creative Industries seeks to analyze the role of the three main roles of the innovation economy. The first is the creative industries are a major source of potential innovative ideas that contribute to the renewal / innovation of products and services. Second, the creative industries offer a service that can be used as the input of the innovative activity of enterprises and organizations both in the creative industries and the environment are outside the creative industries as haril of human resource capacity. The third is the creative industrial uses intensive technology, so as to encourage innovation in the field of technology to the product.

The results of the survey indicate that the industry has not Songket Palembang utilizing technology as a tool in creating innovative products, distribution and marketing of products songket as a tool of production processes and the improvement of science. In regard to the needs of human resource development is needed as one of the factors of production which has competitive strengths to be able to respond quickly to market demand and be able to face competitiveness. (Bambang Wahyudi: 2009)

Aspects of human resource development covers some pretty broad in terms of organization. Werner and DeSimone (2009:4) defines human resource development (human resources development) as a set of systematic and planned activities designed by an organization to provide members the opportunity to learn the skills necessary to meet the requirements of the current work and future.

Creative economy in principle is the development of human resources of high quality and fully utilized in development (Satria 2008) In the creative economy of labor and technology are the two main factors that should be utilized as much as possible in creating high productivity and in aggregate will encourage the development and economic growth. The results of previous studies Satria (2008) of the labor aspect of the creative economy concept should be supported by the availability of workers with high creativity so that the resulting output has competitiveness. Human resources are more educated trained with skills that can be relied on to make innovations in the works.

The aspect of technology, the development of technology to easily carry out the production process. According Sukirno (Cahyadi: 2014) advances in technology can replace human labor with machines will increase industrial productivity and also maintain the quality. In the era of the creative industries is essential to the role of technology innovation and modifications to provide value-added products. When applying the technology capital-intensive industry, the demand for labor will decrease due to the substitution effect. Whereas when implementing technology-intensive industries, the demand for labor will increase Through the development of technology adds to the economic value of a product or service is no longer determined by the raw materials or production system, but adds the creation of innovation and creativity.

Rapid technological developments is the effect of improving the quality of education is able to create huge added value in the production out. Technology can accelerate the process of production which in turn will lead to deterioration in the cost of production and leads to product competitiveness. According to data from the Department of Industry, Trade and Cooperative Palembang today, there were 150 business owners handicraft, songket (2012) that songket industry largely run by women entrepreneurs.

According to previous studies (Firdausy, 1999) the level of development of women entrepreneurship is still low is influenced by many factors, partly directly and partly indirectly. Direct determinant factors is included economic pressures (financial) and social and cultural background, while the factors that influence indirectly is included government policies and the stability of the environment-domestic socio-economic environment. The majority of both groups of factors are interrelated to one another in influencing a woman's decision or desire to become entrepreneurs and their ability to survive as an entrepreneur.

According to Tambunan (2012) State of the emerging women entrepreneurs as well as the micro, small and medium enterprises (SMEs) in developing countries, it appears there is a strong link between the development of women as entrepreneurs and the presence or development of SMEs. It is often said that that one important role of business groups is a major source due to the fact the development of women entrepreneurs in developing countries shows that the number of women as entrepreneurs / business owners far more on SMEs than in UB (big business). Therefore, SMEs in Indonesia (as is the case in developing countries in general) has two important roles at once, ie, as a good starting point for mobilizing the talents of women entrepreneurs, especially in rural areas is still a poverty center at ground water, and as a place for testing and development of entrepreneurial abilities of women.

Sandee (1995) in his research that women producers have little opportunity or ability to make innovations. Their efforts are usually taken over by men currently ongoing technology shift in the production process. So, for example when making a product with simple technology, women entrepreneurs do it yourself with or without assisted with paid employees. But when using more modern technology or production method is more complex to make the same product, they aided or taken over by men.

Limited access to credit, technology and expertise are serious barriers for women entrepreneurs to innovate. Innovation activities also requires a great concentration and time-consuming that for many women, especially those who are married and have children, is a difficulty of its own, which is not experienced by men, because they have to divide their time between business and duty / household responsibilities.

Where Women Entrepreneurs have the ability to innovate with creative, interesting idea and assisted with knowledge of the use of technology will be very useful as a tool for product development, both because of the increase in quantity and quality by utilizing women entrepreneurs will be assisted in the creation of color, fashion design adapted to the changing times.

The ability of women entrepreneurs still lack knowledge and creativity to create the idea that as songket design only from time to time there are no changes, because the views of aspects of science knowledge in creating and fashion motifs from songket material is still very minimal procedures for the management and marketing of products songket suit the needs of the market is still low When women are given the ability of science entrepreneurs such as process technology tools of production, the potential of women entrepreneurs in creating innovative designs will be very promising yangn by market players and be competitive with other creative industries

According Rozalinda (2012) pursuit of women, especially in the economic field which plays the role of a manager doing business has potential in a variety of productive activities that generate and support their families. The potential spread in various sectors, with the potential of women has the potential to play an active role in the process of economic recovery, to the potential of women needs to be improved.

**Literature Review**

**Creative Economics**

According to Howkins new economy has emerged around the creative industries that are controlled by the law of intellectual property such as patent, copyright, trademark, royalties and design. Creative economy is a development concept based on creative assets potentially increase economic growth.
(Dos Santos, 2007). Economic Growth Creative provide skilled economic components, creativity and talent that is characterized by innovation and originality are the intellectual property and input is output so that one alternative is to increase economic growth through the creative economy. Where all economic activities that make creativity (intellectual property), become the foundation of the future.

**Human Resource Development**

One of the challenges in the development of the industry is the shortage of human resources with expertise in creating products that are highly competitive. So the industry must be able to quickly and accurately resolve these obstacles. According Roberr Lucas (Afiif: 2012) Nobel laureate in economics, said that the force that drives growth and economic development of the city or county can be seen from the level of productivity of a cluster of people who rely on talented and creative capabilities of existing knowledge on him.

Development of human resources in supporting creative ideas on the creative economy is an economic concept in the new economic era that intensify information and ideas and creativity by relying on stock of knowledge of human resources as the main production factor in economic activities. The structure of the world economy transformed rapidly with economic growth, from which was based on natural resources to human capital followed, from era to era extractive manufacturing and information services as well as recent developments entered into the era of the creative economy.

**Research Methods**

This research is a qualitative study, the research approach that emphasizes the analysis of the process of inference and analysis of the dynamics of the relationship between the observed phenomena using scientific logic.

**Objek /key informan research**

Object of this research the authors conducted in 5 different places located is owned by Entrepreneur Women who have the creative industries Palembang songket. As Key informants of this study is songket business owners women entrepreneurs in this regard.

**Data Collection Method**

Data collection methods used in this study are:
(1) Interview. Is doing a question and answer interview with stakeholders to obtain information and data required

 (2) Observation. Observation is a direct observation on the environment

 (3) Documentation done by finding and collecting data, resources and materials obtained from books, literature, articles.

**Method of Analysis**

The method used is descriptive qualitative method. According Moleong (2008:6) is a qualitative research study that aims to understand holistically the phenomenon of what is experienced good behavior research subjects, motivation, perception and action and the description in the form of words and language in a natural context and with a specific using various scientific methods.

**Analysis**

The results of surveys and interviews conducted by the researcher have 5 craftsman songket owned by women entrepreneurs in Seberang Ulu Area II, seen from songket design expertise for this kind of fashion is still very limited due to the knowledge of the technology as an opening insights to create innovation and design creativity is limited. Women Entrepreneurs are a special cause for songket design for fashion only to consumer demand are obtained from the information needs of consumers, but not from the idea, the idea of women entrepreneurs themselves.

According to John Howkins, wrote the book "Creative Economy, How People Make Money from Ideas" that the creative economy as an economic activity in which the input and the output is the essence of creativity means the idea is an idea. So the idea that someone with a creative capital can earn a relatively high income.

Based on interviews and observations on the object of research capabilities and expertise to create innovative and creative female entrepreneurs can be optimized with the development of human resources through skills and expertise with the help of insights such as new ideas and knowledge in designing a product made ​​from songket with science technologies.

In terms of relation to human resource development, economist Paul Romer (1993) that the idea is a very important economic goods, is more important than the object that is often emphasized in most models and economic systems. This means that the invention ide.-great ideas and will be accompanied also by small ideas to make the economy continued to growth dynamically.

Development of human resources and high quality fully utilized giving a chance to run the creative economy as an economic concept in the new economic era of information and creativity is intensified by relying on the ideas and stock of knowledge of human resources as the main production factor in economic activities.

The level design capabilities of women entrepreneurs have a lot to learn the science of design with high creativity and innovation. In the creative economy and technology workforce are two key factors that should be utilized as much as possible in creating high productivity and in aggregate will encourage development and economic growth.

Based on the results of the analysis of the creative industries Palembang songket with the development of the city of Palembang gave some hope that his expertise in the development of women entrepreneurs should be able to provide the innovation and creativity of the songket products. This means that the product is not only used for traditional ceremonies alone but must be able to design songket into fashion.

It is intended as a designer of women entrepreneurs should be able to create ideas and creativity songket industry, capable of creating ideas and the idea that women entrepreneurs can improve gait expertise Due to potential women entrepreneurs to undertake productive activities that generate competitiveness and spurring economic family.

**Conclusion**

(1) Role of Women Entrepreneurs in creating innovation and creativity in the songket industry has a role and a high increase in the value of creativity in enhancing the competitiveness

(2) Potential women entrepreneurs as potential productive in helping the family economy

(3) Fostering creativity in improving the Women Entrepreneurs as aspects of human resource development

(4) Increased Sciences particular technology is needed as a tool in the process of production and marketing aspects

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